

provide Internet services to a customer through a service provider on behalf of a  
retain vendor;  
receive information about a customer's preferences; and  
provide advertising based on the customer's preferences.

*A2 C1*  
Please cancel claim 17.

Please amend claim 21 as follows:

*A3 Sub C1*  
21 (Amended). A system comprising:  
a processor;  
a storage coupled to said processor, said storage storing instructions that enable  
the processor to obtain Internet services through a service provider on behalf of a retail vendor;  
and  
receive information about preferences and provide advertising based on the  
customer's preferences.

Please amend claim 6 as follows:

*A4*  
6 (Amended). The method of claim 1 including enabling said service provider to control  
the software and hardware added to a processor-based system used by the customer to access the  
Internet services.

Please amend claim 8 as follows:

*A5 Sub C1*  
8 (Amended). The method of claim 1 including receiving information about the  
customer's preferences on a processor-based system coupled to said service provider over the  
Internet, forwarding said customer preferences to said service provider, causing said service  
provider to customize the content provided to the customer based on said information and  
forwarding said customized content to said processor-based system.